

**IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF NEW JERSEY**

THE HERSHEY COMPANY and
HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION,

Plaintiffs,

v.

PROMOTION IN MOTION, INC.

Defendant.

Civil Action No.
2:07-cv-01601 (SDW) (MCA)

NOTICE OF WITHDRAWAL

TO: THE CLERK OF COURT AND ALL COUNSEL OF RECORD

PLEASE TAKE NOTICE that the undersigned hereby withdraws as attorney of record
for The Hershey Company and Hershey Chocolate & Confectionery Corporation (plaintiffs).

Attorneys from McCarter & English, LLP will continue to represent plaintiffs in this case.

Dated: September 15, 2011

/s/Symone J. Redwine
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CERTIFICATE OF SERVICE

I hereby certify that on September 15, 2011, I caused a copy of the foregoing NOTICE OF WITHDRAWAL to be served upon all counsel of record by operation of the Court's electronic filing system.

/s/ Symone J. Redwine
Symone J. Redwine